

May 15, 1948

W. B. Bryan,
c/o Tower Club,
Princeton, N. J.

Dear Mr. Bryan,

Smith College is very anxious to establish a campus radio station, and Rosamond Earle suggested that you might be able to give me some helpful information in this regard, or be able to refer me to the proper person.

Smith has about 2,500 in the college community. By that I mean the college employs about 500, and there are 2000 students. We have been constantly more aware of the need for a Smith radio station and feel very much out of the fashion by lacking this modern convenience.

The cost is the first and major question. What would be the initial cost for setting up such a system, and what would the yearly upkeep roughly be? No doubt the upkeep could be paid for largely by advertising, yet at the same time, one would want to keep those interrupting sponsors to a minimum. Does a campus radio station require a paid technician to operate it? Could students run it completely? Can the radio be controlled for campus use only? or will the neighbors have to listen to our thoughts too? And then finally, what is the best way to go about setting up such a program?

You see how little I know about such matters, but despite this seeming ignorance, Smith is genuinely interested in a radio station from the President to the student on probation. I would appreciate very much any and all help you could send me in this matter. We are starting from the bottom and need all the aid possible.

Thanking you in advance, I hope you will be able to send some encouraging news.

Very sincerely yours,

Betty Specht

*Answer received May 21, 1947. Letter in student Govt files.
He emphasized the importance of radio, told about the carrier-current system, equipment, IBS and having records the background of the programming. A conservative estimate for cost was \$2000.*

